



**Put Your  
"SUPERRENCH"  
STOCK  
in Position to  
Make More Sales**

**P**UT your "Superrenches" where they'll make quicker turnover—on a well placed Williams' display board. Two "Superrenches" on a board sell quicker than one in a drawer. You have to take that one out and show it. But on a board, "Superrenches" sell themselves.

A board full of handy looking, handsome nickel-finished "Superrenches" attracts the customer's interest. And when he sees that Chrome-Molybdenum "Superrenches" are guaranteed break-proof—he buys.

**Your Jobber's Salesman Will  
Gladly Get You This Sales  
Boosting Board. Ask Him.**

**WILLIAMS**

"Superrench" boards are included free to dealers purchasing the wrenches they display. Six assortments are described in booklet which is yours on request.



**J. H. WILLIAMS & CO.**

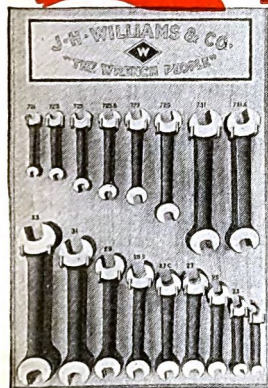
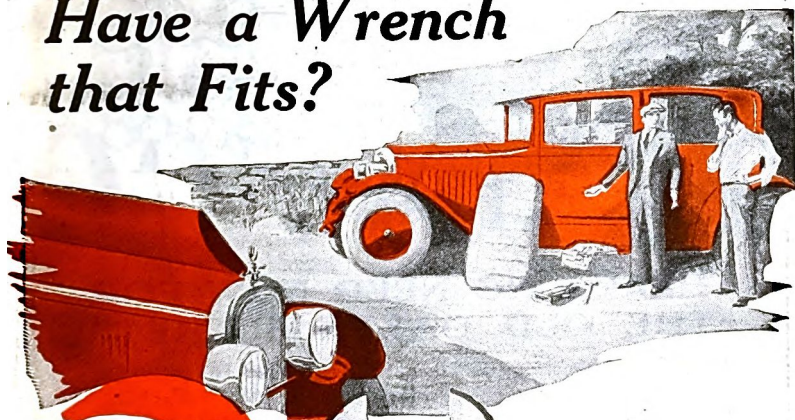
*"The Wrench People"*

**New York**

**BUFFALO**

**Chicago**

# Will the Car He Stops Have a Wrench that Fits?



Speed up your turn-over with Williams' display boards. They are included free to dealers purchasing the wrenches they display. Write for literature describing Model D above, and other attractive Williams' assortments.

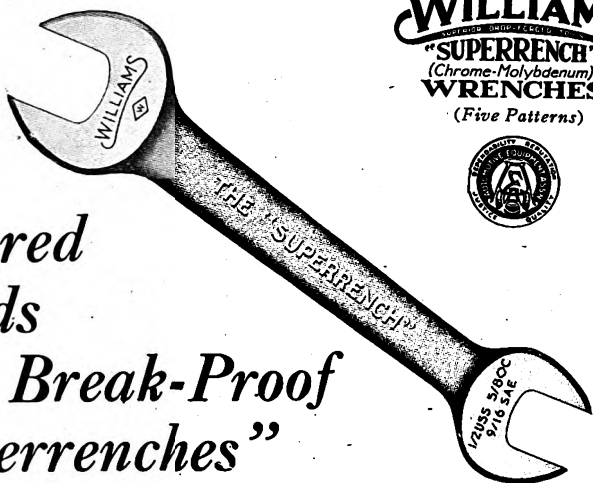
**W**HEN a customer starts on a tour or even a short trip, make sure he's fully equipped with Williams' Superior Drop-Forged Wrenches. Tell him not to trust in luck. When trouble overtakes him on the road, the car he stops may not have a wrench that fits.

Sell him a complete outfit of Williams' Superior Wrenches—forged from tough carbon steel and hardened. They're trouble insurance for him. And they net you a generous profit.

**WILLIAMS**  
SUPERIOR DROP-FORGED TOOLS

**J. H. WILLIAMS & CO., "The Wrench People"**  
New York                      BUFFALO                      Chicago

# Save Battered Hands With Break-Proof "Superrenches"



**WILLIAMS**  
"SUPERRENCH"  
(Chrome-Molybdenum)  
WRENCHES  
(Five Patterns)

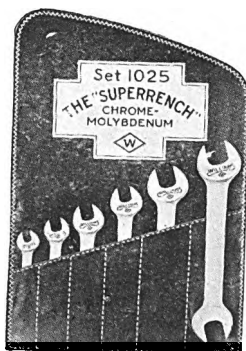
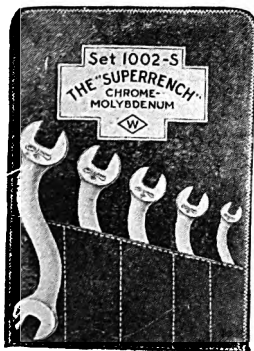
WHEN a wrench snaps it means battered knuckles or worse—depending on what your hand strikes. That's why motorists and mechanics are demanding unbreakable "Superrenches", forged from super-tough Chrome-Molybdenum steel. No matter how tight a frozen nut, or how husky the arm that pulls, "Superrenches" are break-proof. *Guaranteed.*

No detail is overlooked in making The "Superrench" a handful of balanced helpfulness. Light weight—enormous strength—thin heads—15° angle of opening—and the smooth grip that fits the hand without sharp edges to cut under pressure, all witness the engineering skill which produced The "Superrench".

Whether you buy for use or resale, you'll find "Superrenches" as unbeatable as they're unbreakable.

*"Superrench" Sets  
simplify work for the  
motorist or mechanic.  
Roll cases of heavy  
Olive Drab Twill  
bound along edges  
and equipped with  
strap and buckle.  
Send for details.*

J. H. WILLIAMS & Co.  
"The Wrench People"  
New York BUFFALO Chicago



# "I'm Off of These Weak Sisters— Gimme a SUPERRENCH"

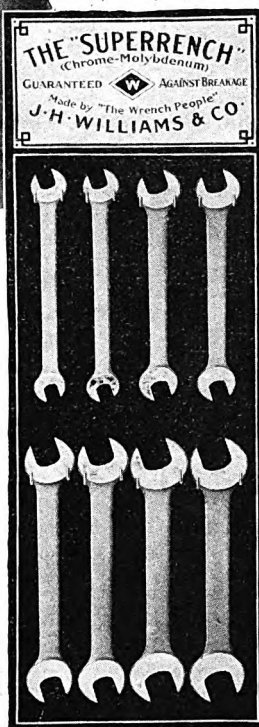


The man who finds that ordinary tappet wrenches break is your best prospect for the Tappet "Superrench." He wants a tool that will stand the gaff—as only break-proof "Superrenches" can. Sell 'em to him, and he'll be sold on you for life.

Tappet Model "Superrenches", forged from super-tough Chrome-Molybdenum steel, are lighter, thinner and many times stronger than wrenches of carbon steel. Their length is ample to prevent burning the hands on hot engine parts. And their heads, set at a 15° angle and equipped with narrow, pointed jaws, make cramped quarters seem roomy.

Tappet "Superrenches" are invaluable, not only on tappet work, but wherever an ultra thin wrench is needed. And remember they're absolutely guaranteed against breakage.

*We cordially invite you to visit our exhibit at the National Automobile Shows—Shop Equipment Sections—New York, Space D56; Chicago, Spaces 58 and 59*



Against the royal-blue background of Williams' Display Board No. 1086, shown above, the handsome, nickel-finished "Superrenches" stand out in a way that compels attention and wins big turnover for you.

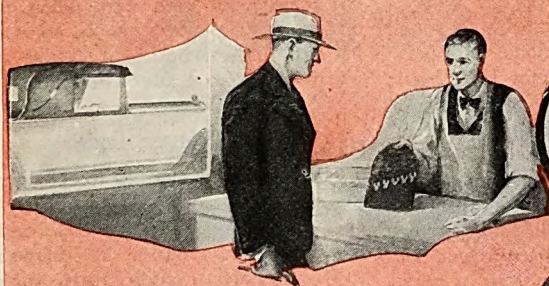
**WILLIAMS**  
"SUPERRENCH"  
(Chrome-Molybdenum)  
**WRENCHES**  
FIVE PATTERNS



**J. H. WILLIAMS & CO. "The Wrench People"**

New York BUFFALO Chicago





## Sell the Man With a New Car a Williams' Automotive Set

Few cars come equipped with complete, trustworthy sets of wrenches. And when one of your customers buys a new car, it's your chance to sell him a SET of Williams' Wrenches.

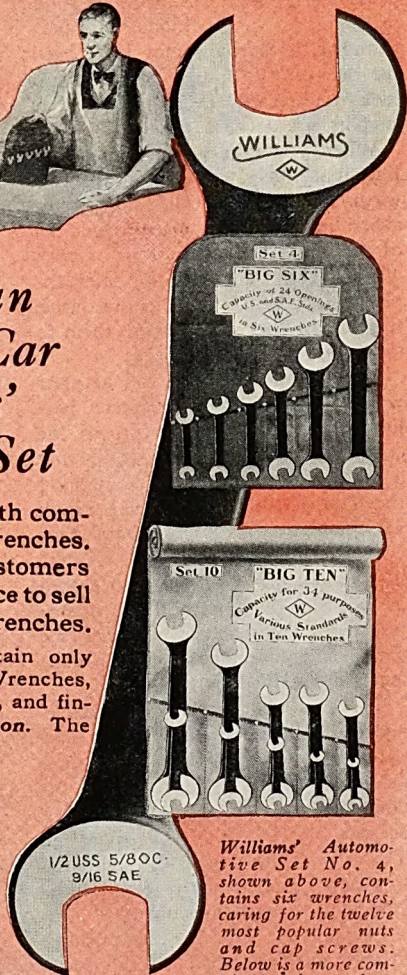
Williams' Automotive Sets contain only Williams' Superior Drop Forged Wrenches, made from the finest carbon steel, and finished in black enamel — *baked on*. The handy roll cases are of heavy Olive Drab Twill, bound along the edges and equipped with a web strap and buckle.

Every Set is carefully selected to give maximum usefulness with the fewest possible wrenches. They're trouble insurance for the car owner—and they build big profits for you.

**WILLIAMS**  
SUPERIOR DROP-FORGED TOOLS



**J. H. WILLIAMS & CO., "The Wrench People"**  
New York                      BUFFALO                      Chicago



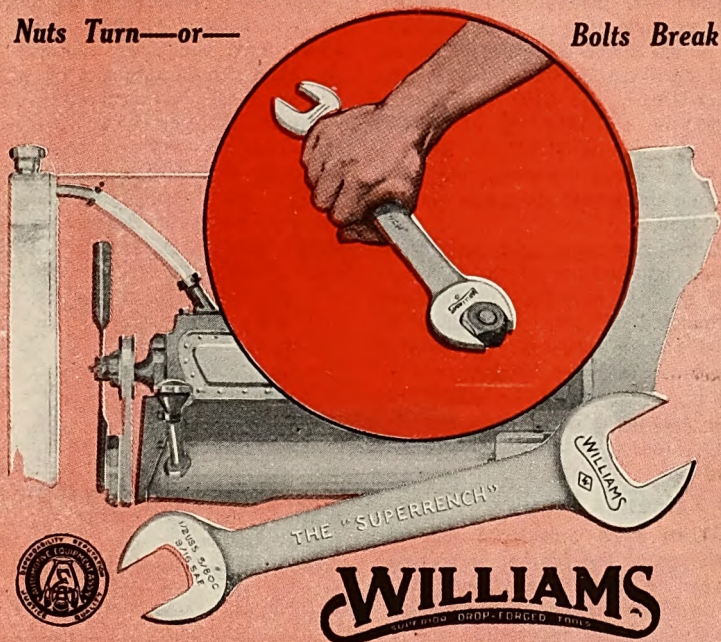
Williams' Automotive Set No. 4, shown above, contains six wrenches, caring for the twelve most popular nuts and cap screws. Below is a more complete set for mechanics and Service men, Williams' Automotive Set No. 10, covering nuts and cap screws from  $\frac{1}{8}$ " to 1". No duplicate openings in either set.



# WHEN THE "SUPERRENCH" TAKES HOLD

Nuts Turn—or—

Bolts Break



**B**OLTS can't say "no" to a "Superrench." When the "Superrench" grips them with its break-proof Chrome-Molybdenum jaws, they must turn, strip the threads, or break. There's no alternative.

"Superrenches" are lighter than carbon steel wrenches with corresponding openings. And their thinner heads and narrower, pointed jaws, make them far handier for any type of work.

But light and slender as they are, "Superrenches" are the toughest ever built. Each "Superrench" is guaranteed to strip the threads of any standard nut or break the bolt.

Furnished heat-treated and nickel-finished, with heads buffed bright.

Whether you buy for use or resale, you'll find Chrome-Molybdenum "Superrenches" as unbeatable as they're unbreakable.

**J. H. WILLIAMS & CO.**

*"The Wrench People"*

**New York**

**BUFFALO**

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